

Gladys Porter High School
3500 International Blvd. Brownsville, TX 78520
Career and Technology Department

COURSE OUTLINE

Course: Business Management/Business Ownership **Dual Credit:** BMGT 1301 (UTB/TSC)
Instructor: Mr. Alberto Velez **Room:** B115 **Telephone:** (956) 698-2213 **Email:** avelez@bisd.us

SUGGESTED COURSE OF STUDY	
UNIT 1 Business and its Environment	1 st 6 Wks.
UNIT 2 Forms of Business Ownership and The Law UNIT 3 Information and Communication Systems	2 nd 6 Wks.
UNIT 6 Production and Marketing Management	3 rd 6 Wks
TOTAL	18 WEEKS

SUGGESTED COURSE OF STUDY	
UNIT 4 Management Responsibilities	4 th 6 Wks.
UNIT 4 Management Responsibilities UNIT 5 Financial Management	5 th 6 Wks.
UNIT 5 Financial Management UNIT 6 Production and Marketing Management	6 th 6 Wks
TOTAL	18 WEEKS

<p>FIRST SIX WEEKS</p> <p>UNIT 1 Business and its Environment</p> <p>Chapter 1 Characteristics of Business Chapter 2 Social and Ethical Environment Chapter 3 Economic Environment of Business Chapter 4 International Environment of Business</p> <p>SECOND SIX WEEKS</p> <p>UNIT 2 Forms of Business Ownership and The Law</p> <p>Chapter 5 Proprietorships and Partnerships Chapter 6 Corporate Forms of Business Ownership Chapter 7 Legal Aspects of Business</p> <p>UNIT 3 Information and Communication Systems</p> <p>Chapter 8 Technology and Information Management Chapter 9 E-Commerce</p> <p>THIRD SIX WEEKS</p> <p>UNIT 6 Production and Marketing Management</p> <p>Chapter 21 Nature and scope of Marketing Chapter 22 Product Development and Distribution Chapter 23 Pricing and Promotion</p>	<p>FOURTH SIX WEEKS</p> <p>UNIT 4 Business and its Environment</p> <p>Chapter 11 Management Functions and Decision Making Chapter 12 The Manager as Leader Chapter 13 Planning and Organizing Chapter 14 Implementing and Controlling</p> <p>FIFTH SIX WEEKS</p> <p>UNIT 5 Forms of Business Ownership and The Law</p> <p>Chapter 15 Financial Records in a Business Chapter 16 Financial Analysis of a Business Chapter 17 Financing a Business Chapter 18 Financial Services</p> <p>SIXTH SIX WEEKS</p> <p>UNIT 5 & 6</p> <p>Chapter 19 Credit and Insurance Chapter 21 Nature and scope of Marketing Chapter 22 Product Development and Distribution Chapter 23 Pricing and Promotion</p>
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Final Exam: There Will Be a Comprehensive Final Exam at the End of Each Semester.